

# **SOUTHWEST AIRLINES CO.**

## **Corporate Fact Sheet**

**LEADERSHIP:** Gary Kelly, Chairman of the Board, Chief Executive Officer  
Colleen Barrett, President

**HEADQUARTERS:** P.O. Box 36611  
2702 Love Field Drive  
Dallas, TX 75235

### **ABOUT THE COMPANY:**

Southwest Airlines was incorporated in Texas and commenced Customer Service on June 18, 1971, with three Boeing 737 aircraft serving three Texas cities - Houston, Dallas, and San Antonio. Today, Southwest operates more than 500 Boeing 737 aircraft between 64 cities. Southwest topped the monthly domestic originating passenger rankings for the first time in May 2003. Yearend results for 2007 marked Southwest's 35th consecutive year of profitability. Southwest became a major airline in 1989 when it exceeded the billion-dollar revenue mark. Southwest is the United States' most successful low-fare, high frequency, point-to-point carrier. Southwest operates more than 3,400 flights a day coast to coast, making it the largest U.S. carrier based on domestic departures.

**DAILY DEPARTURES:** More than 3,400 flights a day

**EMPLOYEES:** More than 34,000 total Employees throughout the Southwest system.

**STOCK:** Common stock is traded under the symbol "LUV" on the NYSE.

**2007 FINANCIAL STATISTICS:**

- Net income: \$645 million
- Total passengers carried: 101.9 million
- Total RPMs: 72.3 billion
- Average passenger load factor: 72.6 percent
- Total operating revenue: \$9.9 billion

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**CITIES SERVED BY SOUTHWEST:** Southwest flies to 64 cities in 32 states.

Albany	Ft. Lauderdale/	Nashville	Rio Grande Valley
Albuquerque	Hollywood	New Orleans	(Harlingen)
Amarillo	Ft. Myers	Norfolk	Sacramento
Austin	Hartford/Springfield	Oakland	St. Louis
Baltimore/Washington	Houston (Hobby)	Oklahoma City	Salt Lake City
Birmingham	Indianapolis	Omaha	San Antonio
Boise	Long Island MacArthur	Ontario, Calif.	San Diego
Buffalo	Jackson, Miss.	Orange County	San Francisco
Burbank	Jacksonville, Fla.	Orlando	San Jose
Chicago (Midway)	Kansas City	Philadelphia	Seattle
Cleveland	Las Vegas	Phoenix	Spokane
Columbus	Little Rock	Pittsburgh	Tampa
Corpus Christi	Los Angeles (LAX)	Portland, Or.	Tucson
Dallas (Love Field)	Louisville, Ky.	Providence, R.I.	Tulsa
Denver	Lubbock	Raleigh-Durham	Washington Dulles
Detroit (Metro)	Manchester, N.H.	Reno	West Palm Beach
El Paso	Midland/Odessa		

**FLEET:** Southwest currently operates 527 Boeing 737 jets (as of May 16, 2008).

<u>Type</u>	<u>Number</u>	<u>Seats</u>
737-300	189	137
737-500	25	122
737-700	313	137

- The Company's fleet has an average age of about 9 years.
- The average aircraft trip length is 631 miles with an average duration of one hour and 51 minutes.
- Southwest aircraft fly an average of seven flights per day, or almost 13 hours per day.
- Southwest was the launch customer for the Boeing 737-700 in 1997. Southwest was also a launch customer for the Boeing 737-500 and -300 series aircraft.
- Southwest has almost completed updating its traditional gold, red and orange paint scheme by adding Canyon Blue. All new aircraft will have the updated colors and interior. Existing aircraft are being retrofitted.
- Performance-enhancing Blended Winglets have been added to our fleet of 737-700s, and all new 737-700 aircraft arrive from Boeing with Blended Winglets installed. Additionally, Southwest began installation of Blended Winglets on approximately 90 of our 737-300 aircraft in early 2007.

**SOUTHWEST AIRLINES' TOP TEN AIRPORTS:** (as of May 16, 2008)

<u>Cities</u>	<u>Daily Departures</u>	<u>Number of Gates</u>	<u>Nonstop Cities Served</u>	<u>Year Established</u>
Las Vegas	240	21	55	1982
Chicago Midway	225	29	47	1985
Phoenix	198	24	43	1982
Baltimore/Washington	166	26	38	1993

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**SOUTHWEST AIRLINES' TOP TEN AIRPORTS CONTINUED:** (as of May 16, 2008)

Houston Hobby	145	17	29	1971
Dallas (Love Field)	140	15	16	1971
Oakland	134	13	21	1989
Los Angeles (LAX)	127	11	19	1982
Orlando	112	14	37	1996
San Diego	108	10	19	1982

### **RESERVATIONS CENTERS:**

Southwest Airlines currently operates six reservations centers located in Albuquerque, Chicago, Houston, Phoenix, Oklahoma City, and San Antonio.

### **FUN FACTS:**

- Southwest received 329,200 resumes and hired 4,200 new Employees in 2007.
- In 2007 Southwest served 64.9 million cans of soda, juices, and water; 11.3 million alcoholic beverages; 6.1 million bags of pretzels; 103.8 million bags of peanuts; 14 million snackpacks; and 32 million other snacks.
- Southwest consumed 1.5 billion gallons of jet fuel in 2007.
- In 2007, Southwest moved 223 million pounds of cargo.
- The shortest daily Southwest flight is between Ft. Myers (RSW) and Orlando (MCO) (133 miles). The longest daily Southwest flight is between Baltimore (BWI) and San Diego (SAN) (2,295 miles).
- Southwest has 1,165 married couples. In other words, 2,330 Southwest Employees have spouses who also work for the Company.

### **SOUTHWEST AIRLINES' DISTINCTIONS:**

- Southwest's average passenger airfare is \$112.24, and the average passenger trip length is about 818 miles.
- Southwest Airlines has consistently received the lowest ratio of complaints per passengers boarded of all Major U.S. carriers that have been reporting statistics to the Department of Transportation (DOT) since September 1987, which is when the DOT began tracking Customer Satisfaction statistics and publishing its Air Travel Consumer Report.
- The airline adopted the first profit-sharing plan in the U.S. airline industry in 1973. Through this plan and others, Employees own about eight percent of the Company stock.
- The airline is about 87 percent unionized.
- Southwest Airlines is a member of the *FORTUNE* 500.
- The Ronald McDonald House program, cornerstone of the Ronald McDonald Children's Charities, is the primary corporate charity of Southwest Airlines. Annually, the Company sponsors the Southwest Airlines LUV Classic golf tournaments whose proceeds benefit various Ronald McDonald Houses and have totaled close to \$9 million over the past 20 years.

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## **SOUTHWEST AIRLINES' RECOGNITIONS:**

- The *Wall Street Journal* named Southwest Airlines as the airline champ of 2007.
- In July 2007, Southwest Airlines was included in the Top 100 Most Innovative Technology Organizations by *InformationWeek Magazine*.
- Southwest Airlines was named to *Business Week's* first ever list of "Customer Service Champs." The *Business Week* list, which appeared in the March 5, 2007 issue, ranks the best providers of Customer Service, and digs into the techniques, strategies, and tools they use to deliver great service.
- Institutional Investor Magazine ranked Southwest as the 'Top Shareholder Friendly Company' in the consumer-airlines segment.
- Southwest continues to rank as the largest U.S. carrier in terms of passengers carried, according to the most recent figures released by the U.S. Department of Transportation's Bureau of Transportation Statistics.
- Southwest Airlines was recognized as Corporation of the Year by MANA, a National Latina Organization.
- *G.I. Jobs* recognized Southwest Airlines in the Top 50 Military Friendly Employers of 2006. Southwest was the only airline included on the list.
- Southwest Airlines was voted "Overall Best Airline" in the U.S. by Frost & Sullivan's CEO Leadership Forum in 2007.
- The National Aviation Hall of Fame will honor Herb Kelleher in its enshrinee class of 2008.
- Southwest Airlines was included in *Hispanic Business Magazine's* Top 60 Diversity Elite for 2007.
- For the 12th year in a row, *FORTUNE* magazine recognized Southwest Airlines in its annual survey of corporate reputations in 2008. Southwest Airlines is the only airline to make the top 20 list and has also earned the top spot on the Most Admired Airline list.
- The Port of Portland presented Southwest Airlines with an Environmental Excellence Award in recognition of an exemplary effort in the category of Environmental Innovation in April 2007.
- The Texas Committee for Employer Support of the Guard and Reserve selected Southwest as a recipient of the Pro Patria Award.
- Southwest Airlines received the Dallas/Fort Worth Network of Hispanic Communicators Corporate Award at their Scholarship Awards Brunch in April of 2007.
- Southwest Airlines' Rapid Rewards program was honored in *InsideFlyer* magazine's 2008 annual Freddie Awards for Best Award Redemption, Best Award, and Best Member Communications.
- Since 2000, HISPANIC magazine has listed Southwest Airlines as Corporate 100 for Leadership in providing opportunities for Hispanics and for supporting recruitment, scholarships, and minority vendor programs.
- The Express Delivery & Logistics Association (XLA) honored Southwest Airlines as the "2008 Airline of the Year." This is the fourth consecutive year that Southwest Airlines Cargo has received this honor.

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- *Travel and Leisure Magazine* ranked Southwest Airlines 4<sup>th</sup> for Top Domestic Carriers in 2007.

- Southwest Airlines received the distinctive honor of the Best Domestic Airline award by *Travel Weekly* in 2007.
- Corporate Research International ranked Southwest Airlines number one in the Customer Service Survey.
- In 2007, Southwest Airlines received the top rank in the Zagat Survey of Global Airlines in the categories for Frequent Flyer program and domestic website.

### **southwest.com:**

- In 2007, online bookings reached 74% via **southwest.com**, compared to approximately 70% in 2006.
- More than 6.6 million people subscribe to Southwest's weekly Click 'N Save e-mails.
- In 2007, approximately 70 percent of Southwest Customers are checking in online or at a kiosk.
- In June 2004, Southwest celebrated the launch of its Spanish booking engine, **southwest.com/vamonos**, where Customers can make flight reservations and find helpful information, including Southwest's policies, travel tips, airport information, and route map entirely in Spanish. Southwest is among the first major airlines to offer such a service.
- SWABIZ, Southwest's free online booking tool that allows business travelers to plan, purchase, and track business travel, increased sales 19% in 2007.
- 66 percent of Fortune 500 Companies are enrolled in SWABIZ as of 2006.
- Southwest was the first airline to establish a home page on the Internet. Initially, five Employees comprised Southwest's web site development team, and the site took about nine months to create.
- In 2007, **southwest.com** was the number one airline web site for online revenue according to PhoCusWright. Nielsen/Netratings also reported that **southwest.com** was the largest airline site in terms of unique visitors.
- The "Southwest Shortcut" feature on **southwest.com** is the first online tool that helps Customers find the lowest fare based on availability over an entire month.
- **DING!**, a downloadable desktop application, available for both PC and MAC users, was introduced in February 2005, to notify Customers of exclusive hot offers,. Southwest was the first airline to implement this type of tool.
- In addition to flights, Customers are also able to make car, hotel, cruise, and complete vacation package reservations on **southwest.com**.